

1 **IN THE CLAIMS**

2 Please amend the claims as follows:

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4 --3. (Amended) A method for providing an enhanced computer based advertising system, wherein
5 said method comprises the steps of:

6 an advertiser placing an advertisement on said system;

7 storing said advertisement in a database on said system;

8 publishing said advertisement via the Internet;

9 said system receiving a first voice connection from a user via the Internet in response to said
10 advertisement;

11 said system, after determining that said advertiser is connected to the Internet and prepared to
12 receive an Internet telephone call, initiating a second voice connection with said advertiser via the Internet;

13 [and]

14 said system coupling said first voice connection with said second voice connection enabling a voice
15 conversation between said user and said advertiser;

16 said system, after determining that said advertiser is not connected to the Internet and not prepared
17 to receive an Internet telephone call initiating a second voice connection with said advertiser via a
18 telephone; and

19 said system coupling said first voice connection with said second voice connection enabling a voice
20 conversation between said user and said advertiser.

1 4. (Original) A method for providing an enhanced computer based advertising system according to
2 claim 3, wherein the anonymity of said advertiser is maintained.

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4 5. (Original) A method for providing an enhanced computer based advertising system according to
5 claim 3, wherein said advertisement comprises text.

6
7 6. (Original) A method for providing an enhanced computer based advertising system according to
8 claim 3, wherein said advertisement comprises audio.

9
10 7. (Original) A method for providing an enhanced computer based advertising system according to
11 claim 3, wherein said advertisement comprises video.

12
13 8. (Original) A method for providing an enhanced computer based advertising system according to
14 claim 3, wherein said method further comprises the step of:

15 charging said user or said advertiser.

1 9. (Amended) A method for providing an enhanced computer based advertising system, wherein said
2 method comprises the steps of:

3 an advertiser placing an advertisement on said system;

4 storing said advertisement in a database on said system;

5 publishing said advertisement via the Internet;

6 said system receiving a first voice connection from a user via telephone in response to said
7 advertisement;

8 said system, after determining that said advertiser is connected to the Internet and prepared to
9 receive an Internet telephone call, initiating a second voice connection with said advertiser via the
10 Internet; [and]

11 said system coupling said first voice connection with said second voice connection enabling a
12 voice conversation between said user and said advertiser;

13 said system, after determining that said advertiser is connected to the Internet and prepared to
14 receive an Internet telephone call, initiating a second voice connection with said advertiser via a
15 telephone; and

16 said system coupling said first voice connection with said second voice connection enabling a
17 voice conversation between said user and said advertiser.

18
19 10. (Original) A method for providing an enhanced computer based advertising system according to
20 claim 9, wherein the anonymity of said advertiser is maintained.

1 11. (Original) A method for providing an enhanced computer based advertising system according to
2 claim 9, wherein said advertisement comprises text.

3
4 12. (Original) A method for providing an enhanced computer based advertising system according to
5 claim 9, wherein said advertisement comprises audio.

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7 13. (Original) A method for providing an enhanced computer based advertising system according to
8 claim 9, wherein said advertisement comprises video.

9
10 14. (Original) A method for providing an enhanced computer based advertising system according to
11 claim 9, wherein said method further comprises the step of:
12 charging said user or said advertiser.

13
14 15. - 40. (Cancelled)

1 41. (Amended) An apparatus for an enhanced computer based advertising system, wherein said
2 apparatus comprises:

3 means for an advertiser to place an advertisement;

4 means for said advertiser to indicate at least one of a plurality of contact numbers;

5 means for storing said advertisement and said contact numbers in a database on said system;

6 means for publishing said advertisement via the Internet;

7 means for allowing a user to access said advertisement by initiating a telephone call;

8 means for connecting said user and said advertiser;

9 means for determining whether said advertiser is connected to the Internet and

10 prepared to receive an Internet telephone call; and

11 means for notifying said advertiser of said coupling prior to said coupling;

12 wherein each said contact number is associated with one of said advertisements, wherein said
13 means for publishing outputs said advertisement for publication, wherein said system provides said
14 advertiser with an option to allow said system to perform said coupling, and wherein said system
15 provides said advertiser with an option to setup said plurality of contact numbers and said means for
16 allowing [wherein said means for connecting is performed by said system executing a sequence of
17 instructions in an advertiser specified order an iterative number of times over a predetermined interval.
18 until said advertiser is connected with said user via the Internet].

19
20 42. (Original) An apparatus for an enhanced computer based advertising system according to claim
21 41, wherein at least one of said contact numbers is a telephone number.

1 43. (Original) An apparatus for an enhanced computer based advertising system according to claim
2 41, wherein at least one of said contact numbers is an Internet address.

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4 44. (Original) An apparatus for an enhanced computer based advertising system according to claim
5 41, wherein at least one of said contact numbers is an electronic mail address.

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7 45. (Original) An apparatus for an enhanced computer based advertising system according to claim
8 41, wherein at least one of said contact numbers is a local access number (LAN) address.

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10 46. (Original) An apparatus for an enhanced computer based advertising system according to claim
11 41, wherein at least one of said contact numbers is any electronic address location.

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13 47. (Cancelled)

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15 48. (Original) An apparatus for an enhanced computer based advertising system according to claim
16 41, wherein said advertiser can determine the order in which said plurality of contact numbers is called.

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18 49. (Original) An apparatus for an enhanced computer based advertising system according to claim
19 41, wherein said advertiser can determine the time at which at least one of said plurality of contact
20 numbers is called.

21 50. (Cancelled).--